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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

MAY 15, 1943 NO. 6

EIGHT POINTS FOR MORE MILK

WFA and the Dairy Industry Committee have announced an 8-point program to guide farmers in efficient milk production. Objective of the program is to hold milk production at high levels through the year because "the world needs still more milk — all that American dairymen can produce."

Here's the program, as outlined in USDA Press Release 2325-43:

1. Provide abundant pasture.	5. Feed good roughage liberally.
2. Provide plenty of good hay.	6. Feed balanced rations.
3. Provide abundant silage.	7. Feed to avoid summer slump.
4. Condition cows for freshening.	8. Raise calves with less milk.

The program represents a teaming of the industry, USDA, state and federal agencies to push milk production to the limit. County agents will conduct localized how-to-do-it work, with state Extension editors coordinating info activity.

-----GOALS IN A NUTSHELL----------

In WB Info Series 209, WBs have a concise bundle of data on 1943 production goals that should be handy for wire editors, farm page editors, farm radio program directors as well as info workers.

Covering all commodities, the piece is a bible on goals, comparisons with 1942 goals and production, increases and decreases sought, available production aids, anticipated demand and other useful material. This one's bound to be well-thumbed before the year ends, especially if supplemented with state and county figures for important local commodities.

WFA STAFFERS M. Lee Marshall, chairman of the board of Continental Baking Co. and former food consulatant to WPB Chairman Nelson, has been named deputy WFA administrator to head an Office of Materials and Facilities. He'll run programs relating to supplies, machinery, equipment, materials and facilities used in producing and processing food. See USDA Press Release 2312-43. Also named to the WFA executive staff were J. B. Hutson, CCC president, and Roy Hendrickson, FDA director. As associate administrator, Hutson will supervise food production activities. As deputy administrator, Hendrickson will supervise marketing, distribution and food procurement activities of WFA. (USDA Release 2351-43.)

THIRTEEN LABOR JOBS Labor requirements form a complex national pattern. That means a detailed info program for labor must be developed with local needs in mind. Food Info Series 12 summarizes May plans for the labor campaign in 13 suggested activities, shows special labor requirements by states and regions. This aid will help guide development of local info plans.

Meanwhile, three Food Info Series items already out in mimeo form are being printed and are due off the press in a week. They are Nos. 1, The Government Farm Labor Program; 3, Mobilizing the Community for Farm Work; and 4, Thumbnail Sketch of the U.S. Crop Corps. Extension will distribute to states and notification copies will go to county WB chairmen and info personnel of USDA bureaus. Stocks also will go to USES, OCD, Labor, Selective Service, Office of Education, Advertising Council.

CROP CORPS AND LAND ARMY Some people still ask: "What's the difference between the Crop Corps and the Land Army?" That means too many folks don't know U.S. Crop Corps is the over-all name for labor to be recruited for farms and processing plants. All info on the Women's Land Army should make clear it's just the women's part of the U.S. Crop Corps.

AWI THINGS TO COME "Wartime Canning of Fruits and Vegetables," a new title in the Agricultural War Information Series, is due off the press in time to dovetail with home food preservation programs. It supersedes old Farmer's Bulletin 1762. Extension will send 685,000 to states, FDA will distribute a million copies.

"Fats in Wartime Meals" is another AWI number coming soon. Like the canning item above, this one is by the Bureau of Human Nutrition and Home Economics. State Extension offices will get 530,000 copies and FDA will take 250,000. Others are to go to BHN&HE, OCD and Office of Education.

----------BROILER BUSINESS----------

WFA's advice to poultrymen not to make further expansions in commercial broiler production (see USDA Press Release 2323-43) has been misconstrued in some areas. A WB Info Series background piece now in the mill clarifies the objective — which is to maintain increases up to the goal of 35 percent over last year, but to avoid overexpansion beyond that point which may throw poultry production out of gear with feed supplies.

FUEL FOR PLANTING Good news for farmers in 17 Eastern states is the May 14 order of the Petroleum Administrator for War that farmers in the gasoline shortage area will get same preference for gasoline and fuel oil as the Army and Navy. This order should get full press and radio notice because it spells relief for farmers whose planting operations have been hindered by inability to get fuel for tractors. States concerned see WB Memo Transportation 27-X.

JARS FROM THE ARMY WB Memo 332 Info 63 tells how many army camps are discarding 2-quart and 3-quart glass jars suitable for home canning, suggests county WBs make arrangements to get these jars for farm gardeners and Victory Gardeners where supplies are short. Such a project offers possibilities for info that will focus attention on the need for home canning and render a valuable service to both farm and urban home food producers.

CHANGES COMING ON CANNING SUGAR

OPA announced regulations for obtaining sugar for home canning last week. Both Extension and FSA sent copies of OPA's release and the regulations down to the county level. BUT HOLD ON.....

IMPORTANT PROCEDURE CHANGES ARE ALREADY IN THE MILL. OPA IS MOVING TO LIGHTEN THE LOAD ON ITS LOCAL WAR PRICE AND RATION BOARDS. STAMPS IN WAR RATION BOOK I MAY BE VALIDATED FOR AT LEAST PART OF THE 25 POUNDS PER PERSON ALLOWED FOR HOME CANNING.

Complete information on these changes will be rushed to the field at the earliest possible moment. Until then, it will be wise to stall on specific info. After the changes are made, thorough and careful info will be needed to prevent misinformation and confusion. Watch for details.

NEW RATION BOOKS COMING

Application forms for War Ration Book 3, a replacement for those now being used, will begin to show up in mail boxes this week. Family heads will fill them out, mail them back between June 1 and 10. The new books will be sent out late in June.

Some farmers will feel new books are unnecessary because they don't need them for goods now rationed. But it's very important to urge all families to register and obtain Book 3. They may be needed urgently if new commodities are rationed. And they will probably be needed to obtain Book 4 when it comes along. OPA is relying on USDA info help on these points and this is primarily an Extension responsibility.

POINT-FREE SLAUGHTER OPA amended its meat rationing regulations today to permit farmers to have home-grown livestock custom slaughtered for family food without surrendering ration stamps. But farmers still must collect stamps if they sell meat of animals produced on their farms. Due during the week is another change permitting custom curing without surrendering stamps. Info materials on both changes will go to the field, where local info follow-through will be needed.

WOODLANDS AND WAR "Woodlands in the Farm Plan," SCS Farmer's Bulletin 1940, is now off the press. It tells farmers how to develop their woodlands in relation to wartime demands for wood products. Notification copies are going to Extension, vocational agriculture teachers and supervisors, state and regional offices of AAA, FSA, BPI, BAE.

-----CUT ON THE DOTTED LINE ----------

Planning effective distribution for the Calendar and other items depends on knowing how quickly aids reach the field from Washington. So we're asking each of you to fill in the form below and mail it to the Distribution Control Desk. Data should help improve service to the field. Give date of arrival at your office, not date it reached your attention.

The Food Information Calendar dated May 15 reached our office on May_____.

Name _____ Title _____

Bureau _____ Location _____

GIVE A LISTEN Farm & Home Hour features continue to tie directly to campaign objectives. Here's the schedule for the week: "Uniform Price Ceilings on Meat," "Use it Again," and "Controlling Garden Pests," Monday, May 17; "Supplies Used in Producing Food," Tuesday, May 18; "Feeding Livestock, 1943 Style," Wednesday, May 19; "Save Those Jars for Home Canning," Thursday, May 20; "Check Chick Losses" and "Getting the Farm Work Done," Friday, May 20.

Consumer Time for Saturday, May 22, (NBC, 12:15 p.m. EWT) will tell how edible wild greens found in woods and fields can add vitamins to wartime meals.

HITTIN' THE HAY This is no time to lay down on pushing for acreage of emergency hay crops. We must get the acreage to compensate for winter kill, particularly through the Middlewest. Feed outlook calls for as much feed as possible--and its wise use.

PROTECT THOSE PASTURES Plans should be outlined now for the coming drive for pasture management and conservation. Such practices as rotation, weed mowing, etc. are essential jobs this year to stretch our feed supply. Campaign materials for this drive will be forthcoming from Washington.

POTATO OUTLOOK Here's the latest word on the potato situation. New crop from early producing areas in Florida, Alabama, Mississippi, Louisiana, Texas, and California are beginning to reach consuming areas. Cold weather has delayed the new crop, but it seems to be breaking. If present favorable weather continues, supply may be great enough to meet demand by mid-June. Production from the early producing areas points to a relatively large crop with an anticipated 27,648,000 bushels this season compared with 22,362,000 bushels in 1942.

NO ICE CREAM-SHERBET TIE-IN WFA and OPA are preparing a joint statement pointing out that "tie-in" sales are prohibited under the General Maximum Price Regulation. The statement is in response to complaints that some retailers have been requiring consumers to buy sherbet or ice in order to obtain packaged or bulk ice cream.